

Appl. No. : 09/457,839  
Filed : December 9, 1999

**REMARKS**

The foregoing Amendment is responsive to the Office Action mailed on May 8, 2002.

Although the Office Action indicates that the Examiner has considered the Information Disclosure Statement dated December 9, 1999, the initialed Form 1449 was not attached to the Office Action. The Examiner is respectfully requested to send a copy of the initialed Form 1449 to the undersigned attorney of record.

In the Office Action, the Examiner rejected Claims 1-30 on obviousness grounds over O'Flaherty et al (U.S. Pat. 6,275,824) in view of McDonough et al (U.S. Pat. 6,070,142). By the foregoing amendment, Applicant has amended the claims to more clearly define the invention over the cited art. New Claims 31-43 relate generally to the subject matter of the originally-filed claims, and include limitations that are not disclosed or suggested by either O'Flaherty et al or McDonough et al. New Claims 44 and 45 are directed generally to the feature described, for example, from page 4, line 26 to page 5, line 4; and at page 15, lines 16-31, of the present application. New Claims 46-64 are directed to aspects of the embodiments described from page 25, line 8 to page 33, line 23 of the present application. No new matter has been added.

Applicant has also amended the title of the invention to more closely reflect the amended claims. In addition, Applicant has amended the specification to correct a minor error, as shown in redline form on the attached page.

In view of the amendments to the claims, Applicant submits that the claims are patentable over the cited art, and requests that the application be allowed.

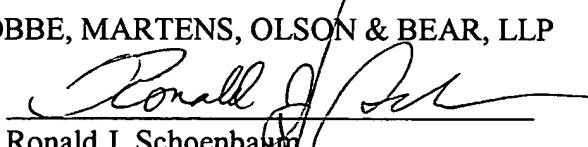
If any issues remain which can potentially be resolved by telephone, the Examiner is invited to call the undersigned attorney of record at his direct dial number of 949-721-2950.

Respectfully submitted,

KNOBBE, MARTENS, OLSON & BEAR, LLP

Dated: 7-23-02

By:

  
Ronald J. Schoenbaum  
Registration No. 38,297  
Attorney of Record  
620 Newport Center Drive, Suite 1600  
Newport Beach, CA 92660

Appl. No. : 09/457,839  
Filed : December 9, 1999

VERSION WITH MARKINGS TO SHOW CHANGES MADE

On page 30, the paragraph beginning at line 26 has been revised as follows:

--At a next step 1120, a customer 102 who has activated the single click feature clicks on the single click purchase graphic 1010 downloaded from the information service server 118. [The associated] Associated with the graphic 1010 is a link that is also serviced by the information service server 118 through another CGI program. Therefore, at step 1122, the customer's web browser 109 again submits the cookie to the information service server 118. The link associated with the graphic 1010 also has appended to it, preferably using URL encoding, a merchant identifier by which the information service 114 can identify the merchant 104, as well as a product identifier by which the merchant 104 can identify the selected product. In sum, by clicking on the graphic 1010 and following the link to the information service server 118, the customer 102 provides the cookie identifying the customer 102 as well as the identity of the desired product and the identity of the associated merchant, which are encoded within the URL of the link associated with the graph 1010. The customer's clicking on the graphic 1010 generates another HTTP request that is indicated by the one-way link 1120 from the customer 102 to the information service 114 in the data flow diagram 1200.

H:\DOCS\ROS\ROS-4487.DOC  
072202